



Planning at the Forefront: MEDC's Integrated Approach to Economic Development

Community Development

Supporting the growth of vibrant, diverse
and resilient communities across Michigan



RRC and MMS build a solid foundation for creating strong places that retain and attract business investment and talent.



Together, MMS and RRC

- Strengthen public-private partnerships between local Main Street Organization, public sector leaders and investors
- Enable broad community engagement to ensure community and downtown vision are reflective of and supported by community stakeholders
- Align community vision with downtown plan and economic development strategies
- Provide framework for local capacity building to gather resources and support for programming based on local needs



Together, MMS and RRC

- Integrate transparency, predictability and efficiency into development practices to foster economic prosperity downtown
- Bring technical assistance for public sector to pursue opportunities that encourage and support downtown development
- Encourage focus on measurable economic outcomes that help communicate impact



MICHIGAN MAIN STREET

OPEN





The Michigan Main Street program exists to help communities develop main street districts that:

- ✓ ***ATTRACT*** both residents and businesses
- ✓ ***PROMOTE*** private commercial investment
- ✓ ***SPUR*** economic growth



Successful Main Street Districts provide:

- Walkable, human-scale environments
- Unique, historic and visually attractive architecture
- A mix of uses, activities and consumers
- A strong existing tax base that attracts new businesses and creates jobs



Successful Main Street Districts provide:

- A center for activity and community life
- Positive community image and identity
- Opportunities for public-private partnerships
- A place for the community to define it's identity through a shared vision of place

Michigan Main Street Program Levels



Learn:
Training
Series

Start:
Associate
1-3 years

Progress:
Select
5 years

Maintain:
Master
At least 2 years

Michigan Main Street Communities 2017



For over 10 years, the Michigan Main Street Center (MMSC) has facilitated real results in participating communities.

2016 PRIVATE INVESTMENT: \$47,576,221

Program to date: \$232,182,400



2016 PUBLIC INVESTMENT: \$17,725,120

Program to date: \$64,836,518



2016 VOLUNTEER HOURS: 58,419

Program to date: 556,091



2016 NEW BUSINESSES: 105

Program to date: 1,047



2016 FAÇADE IMPROVEMENTS: 127

Program to date: 1,060



THE MAIN STREET APPROACH

A grassroots, community- and volunteer-driven strategy encouraging **economic development** through **historic preservation**.



Main Street Guiding Principles

Comprehensive

Capitalize on Existing Assets

Incremental

Quality

Self-help

Change

Partnerships

Implementation

Main Street Approach™



Community vision + Market understanding:

Establish a community vision for the Main Street district that acknowledges market realities and provides a foundation for future (re)development.

Transformation Strategies

Select a strategy aligned with the community vision and local market to guide programming, planning and investment in the downtown district.

Implementation and Measurement

Identify programming, partners and capital needed to implement transformation strategy; define measures of success to track impact over time.

Main Street Four Points®



Economic Vitality

Strengthens existing economic assets, while also identifying opportunities for new development and growth.

Design

Leverages unique, historic character to create inviting districts that attract visitors, residents and businesses.

Organization

Cultivates partnerships and coordinates resources around a shared community vision for downtown.

Promotion

Communicates the value and vitality of downtown to community members, potential investors and key stakeholders.

Comprehensive Impact of Main Street

ECONOMIC VITALITY



Sense of Vibrancy

DESIGN



Sense of Place

PROMOTION



Sense of Community

ORGANIZATION



Sense of Ownership

Community Highlight: Old Town Lansing, 2006

Transformation Strategy:

Arts + Food Experience



Community Highlight: Howell, 2005

Transformation Strategy:

Downtown Destination
for Locals + Visitors



\$13 Million in
Private
Investment



2016 Top 10 Main
Street
Communities in
the Country



2% Storefront
Vacancy + 80%
upper story units
have market rate
apts.



2018 Great
American Main
Street Semi-
finalist

Community Highlight: Saline, 2011

Transformation Strategy:

Family-friendly, Tech-based
Entrepreneurship and
Residential Diversification



Value of Main Street



The Main Street Program Facilitates Successful Revitalization.

- Provides a framework and proven methodology for sustainable revitalization
- Engages the community in the future of downtown
- Proactively manages the market rather than reacting to external forces
- Access to State support, technical assistance and outside experts
- Access to a National network of communities and resources

redevelopment ready
communities®



Empower communities to shape their future by establishing a solid foundation to retain and attract business investment and talent.

redevelopment ready communities[®]

Technical assistance

Review of plans, processes,
policies and practices

Planning and economic
development

Talent, place, business

Certification



BUSINESS
NEEDS
TALENT



TALENT
WANTS
PLACE

PLACE
NEEDS
BUSINESS



RRC Guiding Principles

Self-help

Transparent

Efficient

Partnerships

Proactive

Predictability

Community Vision

Implementation

REGIONS

1 Upper Peninsula region

★ Escanaba (Delta County)

2 Northwest region

★ Boyne City (Charlevoix County)

★ Manistee (Manistee County)

3 Northeast region

4 West Michigan region

★ Allegan (Allegan County)

★ Middleville (Barry County)

★ Muskegon (Muskegon County)

5 East Central Michigan region

6 East Michigan region

7 South Central region

8 Southwest region

★ Marshall (Calhoun County)

9 Southeast Michigan region

★ Ypsilanti (Washtenaw County)

10 Detroit Metro region

★ Eastpointe (Macomb County)

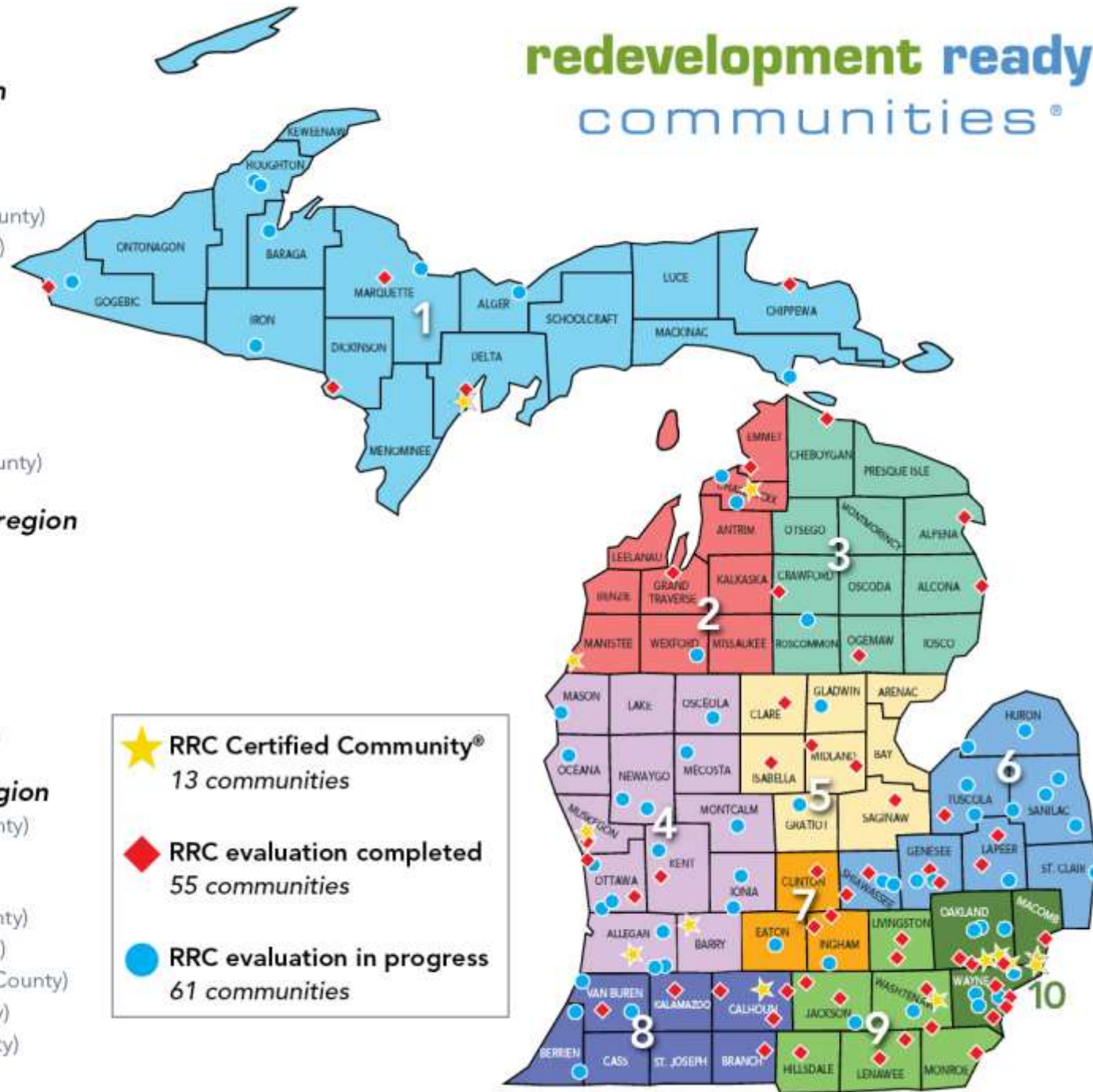
★ Ferndale (Oakland County)

★ Lathrup Village (Oakland County)

★ Roseville (Macomb County)

★ Southfield (Oakland County)

redevelopment ready
communities®





redevelopment ready
communities®

BEST PRACTICES



1. Community plans and public outreach
2. Zoning regulations
3. Development review process
4. Recruitment and education
5. Redevelopment Ready Sites®
6. Community prosperity

Value

Worth

fair and suitable eq
desirability, utility
being useful or des



redemption ready
communities[®] **OPPORTUNITY MICHIGAN**
walkable real estate development opportunities across the state



Marketing sites

Deal books

Maintain and update info

Cross marketing

Developer events

Third party websites

RRC PROCESS

STEP ONE ENGAGEMENT

Community reviews RRC Best Practices and program information online and contacts regional CATeam specialist



Community completes RRC Best Practice training series



Community thoroughly completes all RRC self-evaluations



Community's governing body adopts resolution of intent to participate in program



Community submits completed RRC self-evaluations and resolution to regional CATeam specialist

STEP TWO EVALUATION

Community submits additional documentation as necessary



Stakeholder interviews and meeting observations



Data and information analyzed



RRC advisory council provides technical expertise for report of findings



Report of findings presented to the community



Community's governing body adopts resolution to proceed within 30 days of report of findings presentation

STEP THREE CERTIFICATION

Community completes missing RRC best practice criteria



Community submits quarterly progress reports



Community accomplishes all RRC best practice criteria



Certification awarded



MMS Communities - RRC Progress



Certified: Boyne City

Evaluated

Grand Haven
Grayling
Howell
Lansing
Lapeer
Milan
Owosso
Sault Ste. Marie

Engaged

Charlotte
Hart
Lapeer
Niles
Otsego
Saline
Wayland
Wayne



RRC BEST PRACTICES:

Community plans and public outreach

Municipality

- ✓ Planning documents integrate community vision for future development and identify development priorities
- ✓ Community identifies and engages stakeholders

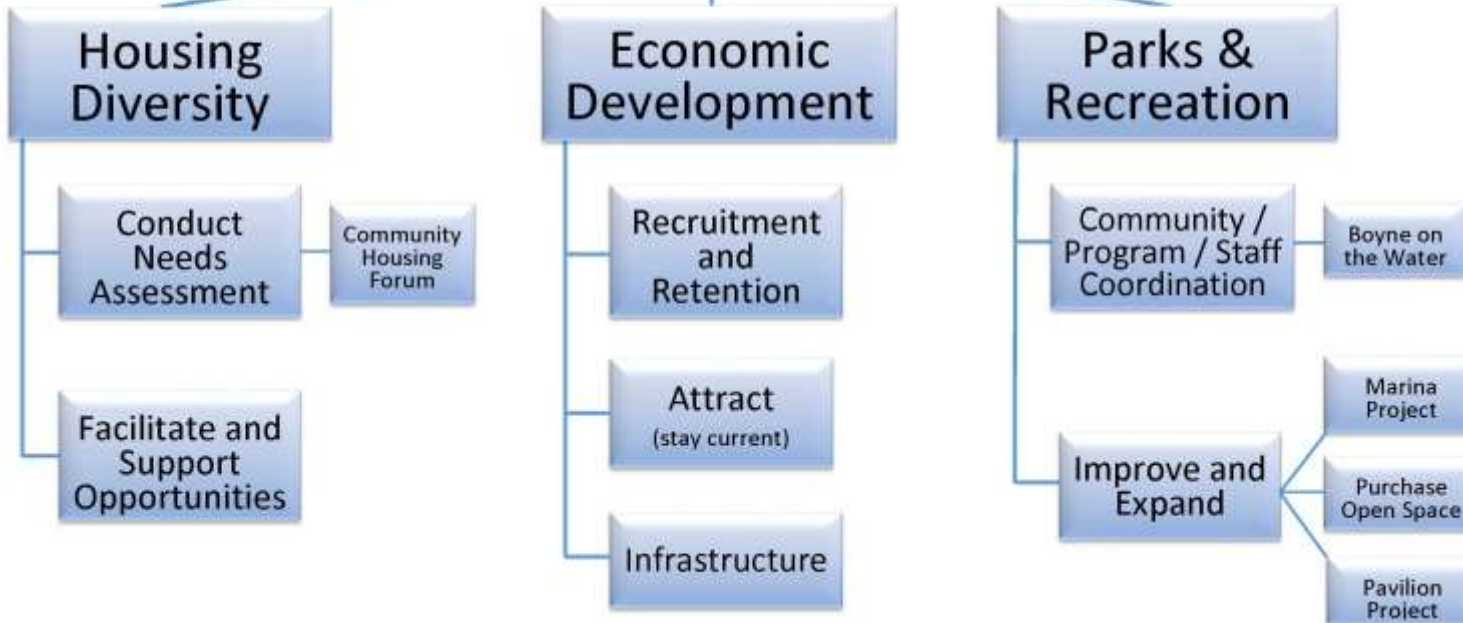
Main Street

- ✓ Vision for Downtown District integrated into Master Plan
- ✓ Downtown Plan reflective of local Main Street Organization's vision and transformation strategies
- ✓ Community engagement is critical in creating vision for downtown and continued revitalization efforts

Boyne City Master Plan Goals and Transformation Strategy Alignment



2016 / 17 City-wide Goals



WORKFORCE HOUSING



FOOD EXPERIENCE



RECREATION + OUTDOORS

Boyne City - Community Engagement

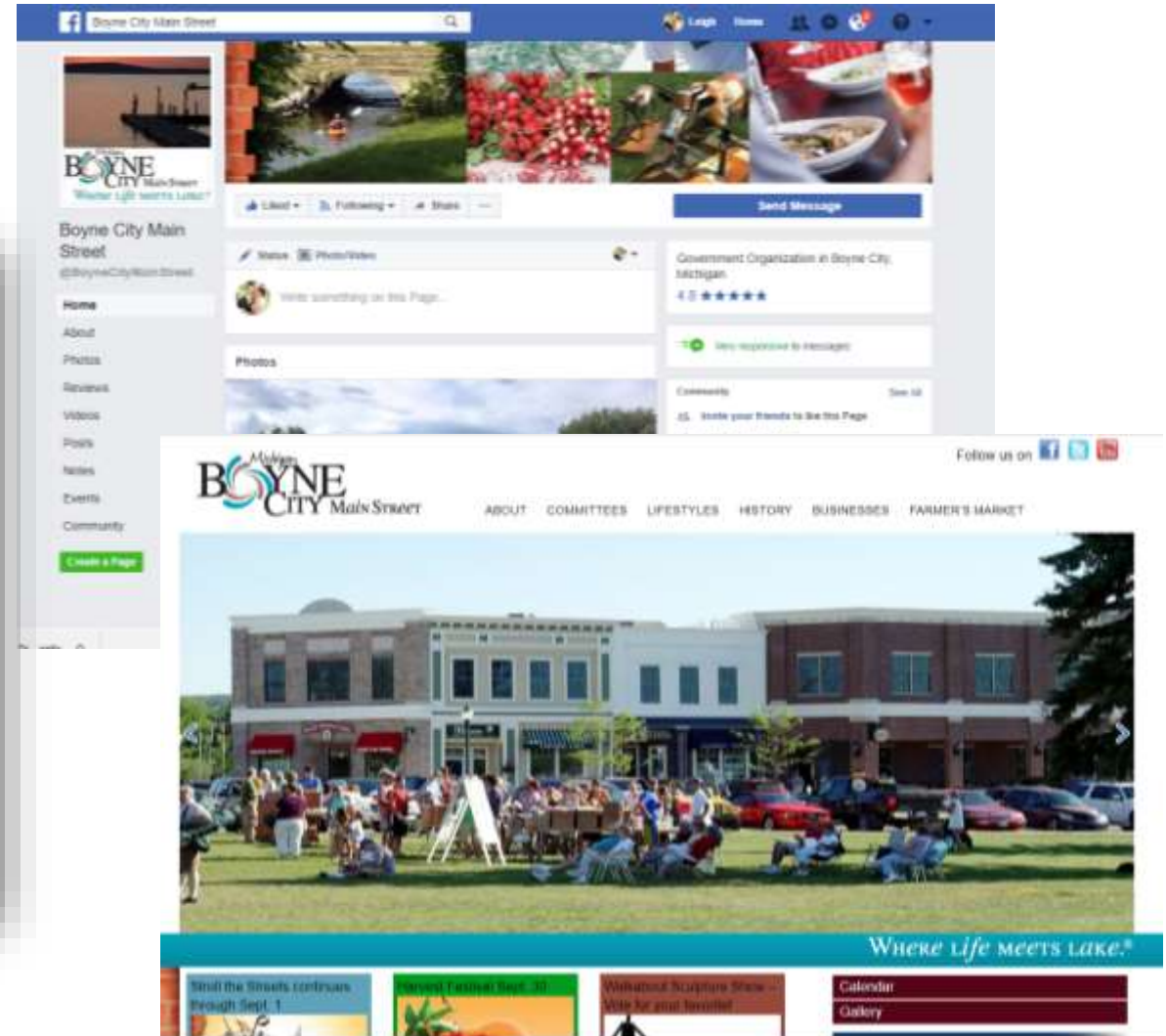
Community Input Overview

Community Meeting

- 41 people attended / gave input
- 32 people participated in polling
- Broke into focus groups to identify community issues
- Recognized the top 18 issues
- Narrowed down issues to top 7
- Expanded on top 7 issues

Online Survey

- 465 people participated
- 450 (approx.) participated in polling
- Rated and commented on top 7 issues identified at the meeting
- Rated the remaining 11 issues
- Provided feedback on issues not listed from the meeting feedback





RRC BEST PRACTICES:

Zoning regulations

Municipality

- ✓ Zoning Ordinance aligns with Master Plan
- ✓ Encourages appropriate and desired form of development
- ✓ Includes flexibility to encourage quality development
- ✓ Is easy to understand

Main Street

- ✓ Zoning ordinance aligns with adopted downtown plan
- ✓ Regulates and encourages the type of development appropriate for Downtown Districts

Downtown Lansing Housing Development



Downtown Sault Ste. Marie Form Based Code



Downtown Grand Haven Zoning Modifications for Infill Development





RRC BEST PRACTICES:

Development review process

Municipality

- ✓ Clearly identified Development Review Procedures
- ✓ Project Tracking
- ✓ Internal/External communication

Main Street

- ✓ Ensure Downtown Directors, Staff and Board members are knowledgeable resources and participate in the Development Review and Approval Process

Saline RRC Working Group



Lapeer



Owosso Collaborative Approach to Downtown Development





RRC BEST PRACTICES:

Recruitment and education

Municipality

- ✓ Recruitment, orientation and on-going education for staff, elected and appointed officials
- ✓ Applications and descriptions for open board and committee positions

Main Street

- ✓ Recruitment and descriptions of roles and responsibilities for downtown board members and staff
- ✓ Proper orientation, education and training of board members, staff and volunteers provided

Michigan Main Street Training Model



Otsego – Attending Trainings as a Community



Main Street Volunteer Recruitment and Education

Wayne Main Street Volunteer Handbook



Be involved.

Two hours of volunteering can create
a street lined with flowers.

Wayne Main Street is more than an organization. It's a movement that brings new ideas, connections, and energy to the downtown district, which in turn creates a better place.

HOURS & CONTACT INFO

Office:

1 Town Square Wayne, MI 48184

Mailing Address:

PO Box 327 Wayne, MI 48184
734-629-6822

Hours: Wednesdays 12pm – 3pm, Thursdays from 4pm – 7pm
or by appointment

HOME ABOUT US 4-5-20 REWARDS BUSINESSES & ATTRACTIONS EVENTS BUSINESS FRIENDLY VOLUNTEER NEWS MERCHANDISE FUNDING PARTNERS CONTACT US



Volunteer

Volunteers like you contribute unique talents, skills, and knowledge to events and organizations in communities all over the world. This philosophy on volunteerism is vital to the Main Street DDA's belief about what we need to provide the best services possible for the stakeholders in our community.

OPPORTUNITIES:

- Photography Volunteer
- Promotional Material Distributors
- Downtown Planting Day
- Business Liaisons
- Fundraiser
- Farmers Market Volunteer



DONATE TO YOUR
DOWNTOWN

Search



RRC BEST PRACTICES: Redevelopment Ready Sites[®]

Municipality

- ✓ Community identifies priority redevelopment sites
- ✓ Sets a vision for sites
- ✓ Defines targeted uses for infill/redevelopment of sites
- ✓ Actively promotes and markets sites

Main Street

- ✓ Main Street Organization creates list of identified redevelopment opportunities and/or vacant storefronts downtown
- ✓ Alignment of key downtown sites with community's priority sites for redevelopment
- ✓ Utilizes market analysis to understand economic market dynamics influencing infill/redevelopment
- ✓ Actively promotes and markets sites on website and other media



Available Real Estate



DONATE TO YOUR
DOWNTOWN

Search

Subscribe to our E-News!

Topic:

First Name Last Name

Email Address *

SUBMIT



1015-1017 E. Grand River Ave

For Sale - \$450,000
Size: 6800 Sq. Ft.

Contact: Steve Kozak
248-748-9000



309 E. Grand River Ave.
The Pearl

For Lease - Restaurant Space
4000 Sq. Ft.

Contact: Jeff Doyle
P: 517-548-4334
C: 517-404-9257
jdoyle@cityhomes.us



year round eateries, shops, arts, style

SEARCH

Historic Grand Haven

Shop & Dine

Things to Do

Getting Around

Festivals & Events

Community

Photo of Grand Haven, Michigan

Real Estate

Business Resource Guide

Market Study

Permits

Downtown Studies

Centertown Survey



About Main Street

MSDDA at Work

Volunteer

Sponsorship

Business Resource Guide

Real Estate

Looking for information about leasing or purchasing a property in the Grand Haven Main Street Downtown Development Authority district for your business or organization?

The Main Street office keeps a current list of available properties should you wish to inquire about availability. There are also many qualified real estate professionals in Grand Haven who can help you select the perfect site for your new business.

For detailed information about available real estate in the DDA district, please contact Diane at 616-844-1188





RRC BEST PRACTICES:

Community prosperity

Municipality

- ✓ Community identifies goals and actions necessary to strengthen overall economic health
- ✓ Community markets itself to create community pride and investor confidence

Main Street

- ✓ Transformation strategies based on current economic market dynamics
- ✓ Transformation Strategies act as the economic development strategy for the downtown
- ✓ Transformation strategies align with community's economic development strategy
- ✓ Marketing of downtown to promote assets and create a positive image



ECONOMIC DEVELOPMENT STRATEGY

Prepared for
The City of Grayling, Michigan

March 2017



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ARTS & ENTERTAINMENT



RECREATION + OUTDOORS



Milan – Main Street and City implementing transformation strategies together



FAMILY-FRIENDLY



ARTS & ENTERTAINMENT



GRAYLING
Naturally Colorful



The City of
GRAYLING
MICHIGAN



GRAYLING
MAIN STREET

D O W N T O W N

 **GRAYLING** 

MICHIGAN'S MOST COLORFUL RIVERTOWN

Leveraging MMS & RRC





